

CLAIMS

We claim:

1. A method for tracking user activity, comprising:
- 5 identifying the user accessing a first web page;
determining that an impression associated with the first web page was selected by the user after the user has been identified, the impression having a unique identification associated with the impression and being one of a plurality of impressions for
- 10 directing the user to a second web page;
transmitting at least the unique identification of the selected impression to a website associated with the second web page upon the user selecting the impression;
receiving from the website data indicating that the user
- 15 successfully performed at least one predetermined task and the unique identification; and
storing the received data in a memory unit.
2. The method of claim 1, wherein a plurality of links are
- 20 located on the first web page.
3. The method of claim 1, wherein the at least one predetermined task is a purchase.
- 25 4. The method of claim 1, wherein the at least one predetermined task is a sign-up.
5. The method of claim 1, wherein the at least one predetermined task is a click thru.
- 30 6. The method of claim 1, wherein the unique identification is a string of characters.

7. The method of claim 1, wherein identifying the user accessing a first web page includes requiring the user to input a user name.

5 8. The method of claim 1, wherein identifying the user accessing a first web page includes requiring the user to input a user name and password.

10 9. A method of tracking user activity, comprising:
transmitting data including an identifier to a web site associated with a web page in response to the user selecting an impression associated with an electronic mail, the impression having the unique identifier and for directing the user to the web page;
15 receiving from the web site data indicating that the user successfully performed at least one predetermined task and the identifier; and
storing the received data and data identifying the user in a memory unit.

20 10. A method for tracking user activity, comprising:
associating a user accessing a first user interface page with a user identifier, the user interface page having one or more advertisement links to one or more second user interface
25 pages;
identifying an advertisement link selected by the user among the one or more advertisement links, the advertisement link for directing the user to a second user interface page;
associating the advertisement link with a link identifier;
30 transmitting the user identifier and the link identifier to a server serving the second user interface page;
receiving from the server the user identifier, the link identifier, and data associated with user's activity on the

second user interface page, the data used to track on-line activity of the user.

11. The method of claim 10, further including:

5 storing the user identifier, the link identifier, and the data.

12. The method of claim 10, wherein the first user interface includes electronic mail.

10 13. The method of claim 10, wherein the first user interface includes a web page.

15 14. The method of claim 10, wherein the second user interface includes a web page.

15 15. The method of claim 10, wherein the advertisement link includes an impression.

20 16. The method of claim 10, wherein the link identifier includes an impression identifier.

17. A tracking system, comprising:

25 a first processing unit for identifying the user accessing a first web page having an impression,

an identification assignment unit for assigning a unique identification to the impression, the impression being one of a plurality of impressions for directing the user to a second web page; and

30 a tracking unit for determining that an impression associated with the first web page was selected by the user, the tracking unit transmitting at least the unique identification of the selected impression to a web site associated with the second

web page in response to the user selecting the impression, the tracking unit further receiving data indicating that the user successfully performed at least one predetermined task and the unique identification.

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18. The system of claim 17, further including
a memory unit for storing the received data in at least one database table.

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19. The system of claim 17, further including:
a second processing unit for hosting the web site associated with the second web page;

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a fulfillment notification unit for transmitting to the tracking unit the unique identification and the data indicating that the user successfully performed at least one predetermined task.

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20. A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform method steps of tracking user activity, comprising:

associating a user accessing a first user interface page with a user identifier, the user interface page having one or more advertisement links to one or more second user interface pages;

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identifying an advertisement link selected by the user among the one or more advertisement links, the advertisement link for directing the user to a second user interface page;

associating the advertisement link with a link identifier;

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transmitting the user identifier and the link identifier to a server serving the second user interface page;

receiving from the server the user identifier, the link identifier, and data associated with user's activity on the second user interface page, the data used to track on-line

activity of the user.

21. The program storage device of claim 20, wherein the one or more advertisement links include one or more impressions.

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For each of